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## International Data L.L.C. launches on-line coupon redemption database

*Direct Marketing*; Garden City; Jan 1999; Anonymous;

**Volume:** 61  
**Issue:** 9  
**Start Page:** 12  
**ISSN:** 00123188  
**Subject Terms:** [Discount coupons](#)  
[Market research](#)  
[Data bases](#)  
[Discount coupons](#)  
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[Data bases](#)  
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5240: *Software & systems*  
**Geographic Names:** US  
**Companies:** [International Data Corp](#)  
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### Abstract:

*International Data LLC has announced that it will offer sales managers, brand managers and marketers a wealth of information regarding the success rates of their coupons, along with comparisons of their competitor's coupons, through a new on-line database called BrandData.*

### Full Text:

*Copyright Hoke Communications, Incorporated Jan 1999*

International Data L.L.C. has announced that it will offer sales managers, brand managers and marketers a wealth of information regarding the success rates of their coupons, along with comparisons of their competitor's coupons, through a new on-line database called BrandData(TM).

Brandata is the first coupon intelligence system that tracks distributed and redeemed coupons. It stores virtually real-time data onto an interactive database, and provides users with online reports of major market and key account activity.

"We are taking traditional couponing and turning it into a Science for the 21st Century," said Bob Wanke, president of **Promotion Insights**, the International Data subsidiary that created BrandData. "Rather than sending our customers a hard copy report once a month, we give them the ability to customize their data search and immediately find the information that will give them a real business advantage."